2. (Amended) An electro-optical apparatus, comprising

a display panel including a peripheral region and a plurality of pixels;

a driver that drives each of the pixels based on display data which is externally supplied corresponding to each of the pixels of said display panel; and

a display controller that outputs to said driver display data to display a particular color as display data to display each of the pixels in the peripheral region of said display panel.

3. (Amended) An electro-optical apparatus, comprising:

a display panel including a peripheral region and a plurality of pixels;

a memory which stores display data corresponding to each of the pixels of said display panel;

a writing device that writes to said memory display data which is externally supplied;

a driver that drives each of said pixels based on the display data in said memory; and

a display control device that writes to said memory display data to display a particular color as display data to display each of the pixels in the peripheral region of said display panel.

4. (Amended) An electro-optical apparatus, comprising:

a display panel including a peripheral region and a plurality of pixels;

a memory which stores display data corresponding to each of the pixels of said display panel;

a writing device that writes to said memory display data which is externally supplied; and

a driver that drives each of said pixels based on the display data in said memory;

display data to display a particular color being stored in advance in a storage area of said memory corresponding to each of the pixels in the peripheral region of said display panel.

5. (Amended) The electro-optical apparatus according to Claim 1, each of said pixels being formed of liquid crystal.

6. (Amended) The electro-optical apparatus according to Claim 1, said particular color being white.

7. (Amended) A method of driving an electro-optical apparatus which includes a display panel including a plurality of pixels, and a driver that drives each of the pixels of said display panel based on a display signal which is externally supplied, the method comprising:

detecting timing to drive the pixels in the peripheral region of said display panel; and

outputting a signal to display a particular color to said driver at the detected timing.

8. (Amended) A method of driving an electro-optical apparatus which includes a display panel including a plurality of pixels, and a driver that drives each of the pixels based on display data which is externally supplied corresponding to each of the pixels of said display panel, the method comprising:

outputting display data to display a particular color to said driver as display data to display each of the pixels in the peripheral region of said display panel.

9. (Amended) A method of driving an electro-optical apparatus which includes a display panel including a plurality of pixels, a memory which stores display data corresponding to each of the pixels of said display panel, a writing device that writes to said memory display data which is externally supplied, and a driver that drives each of said pixels based on the display data in said memory, the method comprising:

writing display data to display a particular color to said memory as display data to display each of the pixels in the peripheral region of said display panel.

10. (Amended) The method of driving an electro-optical apparatus according to Claim 7, said writing step including writing display data to display a particular color that is white.